

KANSAS CITY ART INSTITUTE

and

SCHOOL OF DESIGN

Schedule and Outline of Classes 1947-1948

FIRST YEAR

All courses of The Kansas City Art Institute and School of Design are four-year courses and all students must take the prescribed first-year course if they are seeking credit for work done. Students may take advanced courses for credit if they have received credit for these first-year subjects from some other educational institution of proper standing. The course listed below, or one very similar to it, is required.

INTERIOR DESIGN DEPT.

Life Drawing	{	3 hours daily, 5 days per week	7½ credit hours
Object Drawing			
Portrait			
Design and Composition	{	3 hours daily	7½ credit hours
Modeling I (every third week)		5 days per week	
Art History		1 hour per week (note book)	1 credit hour
Anatomy		1 hour per week (note book)	1 credit hour
Lettering		1 hour per week	1 credit hour
Forum			

18 credit hours per semester or 36 credit hours per year

COMMERCIAL DESIGN

2nd Year—(Commercial Design I)

- (a) Development of notan and color structure
Techniques in various media
Lettering and numerals in design
Spots, newspaper and magazine designed layouts
Posters, merchandising cards, handouts, etc.
- (b) Textiles
Familiarity with printing processes, sizes and repeats
Progressive designs

3rd Year—(Commercial Design II)

Aim: To provide a practical training for students who definitely wish to enter the field of commercial design as a career. All work to be based upon actual business requirements as to color, size and reproduction process.

Processes: Tempera

Charcoal—Watercolors
Pastel

Ink
Lithographic crayon

Scope: Posters
Car cards
Menus
Calendars
Hotel prospectus, etc.

Booklets
Flyers
House organs
Greeting cards

When desired, if student shows a definite trend toward applied commercial design, rather than commercial advertising, work will be given for roller printing processes.

Scope: Textiles, dress goods, neckties, wallpaper, gift paper, oil cloth

Field trips

Classroom lectures—Guest speakers from various fields of industry

4th Year—(Commercial Design III)

Complete advertising campaigns
Complete "line" to meet trade requirements
Specialized work if desired

FASHION DESIGN

2nd Year—(Fashion Design I)

Elementary Clothing Construction

Clothing construction
Hand and machine sewing
Use of all commercial patterns
Block pattern
Pattern drafting
Pattern grading
Textiles and draping

3rd Year—(Fashion Design II)

Applied

Clothing construction
Textiles
Draping
Dressmaking (custom)
Tailoring
Pattern drafting
Models to be made in work room

Fine

Pictorial creative design
Designs from materials
History of costume
Psychology of fashion
Color
Study of high and low style
Individual and mass production

4th Year—(Fashion Design III)

Model making
Commercial adaptations
Patterns from pictorial designs
Specialization
Advanced clothing construction
Accessories
Workroom models
Fashion show
Pictorial design
Theatrical
Specialized designs—children, junior, misses, half sizes, women, stouts.
History of Costume
Names in fashion—designers, native and foreign, wholesale and retail
Designs for accessories

FASHION ILLUSTRATION

2nd Year—(Fashion Illustration I)

First Semester

Fashion drawing
Black and white renderings
History of art
History of costume
Pictorial design
Methods
Layout (elementary)
Life drawing
Anatomy

Second Semester

Fashion drawing
Drawing from fashion model
Quick sketch—croquis
Fashion layout
Field trips
Fashion research
Life drawing
Anatomy
History of costume

3rd Year—(Fashion Illustration II)

Fashion drawing
Drawing from fashion model
Full page layouts, magazine, newspaper, etc.
Accessories
Backgrounds
Fur fabric and drapery reproductions
Color
Life drawing
History of costume
Field trips

4th Year—(Fashion Illustration III)

Fashion drawing
Store cards
Posters—display technique
Fashion covers

Reproduction processes
Field trips
Specialization
Course in Fashion photography and posing

INDUSTRIAL DESIGN

2nd Year—(Industrial Design I)

Two dimensional designs
Graphic representation
Visual fundamentals: line, plane, volume texture, value and light
Color re-examination
Mechanical drawing fundamentals:
a. Orthographic projection
b. Esometric
c. Perspective
Basic workshop:
Experimental design in materials
Wire bends and line structure
Paper and wood cuts and structure of planes
Volume and space studies
Montages and compositions
Tactile developments

Texture exercise
Value, color and light experiments
Three dimensional studies in clay, wood, plaster, glass

3rd Year—(Industrial Design II)

Design of metal products
Design of plastic products
Design of laminate products
Presentation techniques—presentation drawings, photographs and models

4th Year—(Industrial Design III)

Standardization and prefabrication problems
Practical commercial experience with local manufacturers (field work)
Design research and market analysis surveys

DESIGN AND PRESENTATION

Design and Presentation is an advanced course in which the students are instructed in the complete procedure of designing for industry.

Various assigned problems deal with all types of design so the student may have a broad knowledge of the entire field. During the course several problems

are carried from conception through to actual model-making. Other problems concentrate on the abstract and more theoretical nature of shape, color and texture.

Finally, the course involves a detailed study into the use of proper media and method for illustrating and presenting the finished design.

INTERIOR DESIGN

The course in Interior Design has been completely revised to meet the requirements of present-day living. Beginning with the fundamentals of life and object drawing, and architectural structure, together with historic period decoration, it provides a concrete basis of fundamental knowledge of art and composition upon

which interiors of today will be designed. It includes the study of furniture, past and present, the application of color to interior design, library and museum research, and rendering in various mediums (free painting, isometric and mechanical perspective).

LITHOGRAPHY

A course in Lithography is offered in night school only.

PHOTOGRAPHY

Photography is offered only as it is correlated with other courses.

NIGHT CLASSES

There are special night classes in almost all departments, meeting on Monday, Wednesday, and Friday

from 7:00 to 9:30. Four credit hours may be earned in night school.

CHILDREN'S CLASSES

(No credit given)

Creative Art (ages 9-16) 10-12 A.M., Saturdays

Children of members are admitted to these classes by paying \$5.00, plus \$2.00 for materials. Children of

nonmembers pay \$15.00 tuition fee per semester, plus the \$2.00 material fee. (Enrollment limited.)

THE KANSAS CITY ART INSTITUTE

and

SCHOOL OF DESIGN

4415 Warwick Boulevard
Kansas City 2, Missouri



Schedule and Outline of Classes
1947-1948

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FIRST YEAR

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Life Drawing	{3 hours daily, 5 days per week.....	7½ credit hours
Object Drawing			
Portrait			
Design and Composition.....	{	3 hours daily 5 days per week	}.....7½ credit hours
Modeling I (every third week)....			
Art History.....		1 hour per week (note book).....	1 credit hour
Anatomy		1 hour per week (note book).....	1 credit hour
Lettering		1 hour per week.....	1 credit hour
Forum			

18 credit hours per semester or 36 credit hours per year

Fine Arts Program

PAINTING AND SCULPTURE

Courses in the fine arts include Life Drawing, History, Theory and all professional studio practices and techniques. Study of the figure is continuous and intensive. Many problems, not involving use of the model, are given to be done outside of class hours. Students are scheduled and assigned work in accordance with their individual needs and abilities. A minimum of 128 credit hours is required for graduation in the fine arts courses.

WATER COLOR AND LITHOGRAPHY

One-half semester each of Water Color and Lithography is required of Painting students during the third year.

CERAMICS

SECOND YEAR

First and Second Semesters

Ceramics.....	3 hours daily	7½ credit hours
Industrial Design.....	3 hours daily	7½ credit hours
Art History.....	1 hour weekly	(note book) 1 credit hour
Anatomy.....	1 hour weekly	(note book) 1 credit hour
17 credit hours per semester		

THIRD YEAR

First and Second Semesters

Ceramics	3 hours daily	7½ credit hours
Sculpture	} Choice	3 hours daily
Life Drawing II		
		7½ credit hours

15 credit hours per semester

FOURTH YEAR

First and Second Semesters

Optional	3 hours daily	7½ credit hours
Ceramics	3 hours daily	7½ credit hours

15 credit hours per semester

Total Course Requirement—130 credit hours

SPECIALIZED PROGRAMS

SCHEDULE OF CLASSES

ADVERTISING DESIGN

SECOND YEAR

First and Second Semesters

Advertising Design I.....	3 hours daily, 5 days per week	7½ credit hours
Life Drawing II.....	3 hours daily, 5 days per week	7½ credit hours
Anatomy	1 hour weekly (note book)	1 credit hour
Art History.....	1 hour weekly (note book)	1 credit hour
17 credit hours per semester		

THIRD YEAR

First and Second Semesters

Commercial Design	} Choice....	3 hours daily
Three Dimensional Design		5 days per week
		7½ credit hours
Advertising Design II.....	3 hours daily, 5 days per week	
		7½ credit hours
Business Forum		
15 credit hours per semester		

FOURTH YEAR

First and Second Semesters

Advertising Design III.....		7½ credit hours
Design and Illustration	} Choice.....	} 7½ credit hours
Commercial Design		
Three Dimensional Design		
Painting		
Illustration and Painting	3 hours each daily 5 days per week	
15 credit hours per semester		

Total Course Requirement—130 credit hours

ADVERTISING ILLUSTRATION

SECOND YEAR

First and Second Semesters

Advertising Design I.....	3 hours daily	7½ credit hours
Life Drawing II.....	3 hours daily	7½ credit hours
Art History.....	1 hour weekly (note book)	1 credit hour
Anatomy.....	1 hour weekly (note book)	1 credit hour
Business Forum.....	1 hour weekly	1 credit hour
17 credit hours per semester		

THIRD YEAR

First and Second Semesters

Design and Illustration I.....	3 hours daily	7½ credit hours
Painting	3 hours daily	7½ credit hours
15 credit hours per semester		

FOURTH YEAR

First and Second Semesters

Design and Illustration II.....	3 hours daily	7½ credit hours
Painting	} Choice.....	3 hours daily
Painting Illustration		
Water Color		
		7½ credit hours
15 credit hours per semester		

Total Course Requirement—130 credit hours

BOOK ILLUSTRATION

SECOND YEAR

First and Second Semesters

Commercial Design I.....	3 hours daily	7½ credit hours
Life Drawing II.....	3 hours daily	7½ credit hours
Art History.....	1 hour weekly	(note book) 1 credit hour
Anatomy.....	1 hour weekly	(note book) 1 credit hour
Forum.....	1 hour weekly	
17 credit hours per semester		

THIRD YEAR

First and Second Semesters

Design and Illustration.....	3 hours daily	7½ credit hours
Painting	3 hours daily	7½ credit hours
15 credit hours per semester		

FOURTH YEAR

First and Second Semesters

Design and Illustration.....	3 hours daily	7½ credit hours
Painting	} Choice.....	3 hours daily
Painting Illustration		7½ credit hours
Water Color		
Lithography		
15 credit hours per semester		

Total Course Requirement—130 credit hours

CARD DESIGN

SECOND YEAR

First and Second Semesters

Card Design.....	3 hours daily	7½ credit hours
Life Drawing II.....	3 hours daily	7½ credit hours
Art History.....	1 hour weekly	(note book) 1 credit hour
Anatomy.....	1 hour weekly	(note book) 1 credit hour
17 credit hours per semester		

THIRD YEAR

First and Second Semesters

Design and Illustration.....	3 hours daily	7½ credit hours
Painting.....	{ MTThF 3 hours 4 days weekly	6½ credit hours
History of Costume.....	{ W 1½ hours (note book 6 hrs.)	3 credit hours

FOURTH YEAR

First and Second Semesters

Design and Illustration.....	3 hours daily	7½ credit hours
Painting	} Choice.....	} MTWF 3 hours
Painting Illustration		
		6½ credit hours
Pictorial Fashion Design.....	} Th	1½ hours
		3 credit hours

Total Course Requirement—138 credit hours

COMMERCIAL DESIGN

SECOND YEAR

First and Second Semesters

Commercial Design I.....	3 hours daily	7½ credit hours
Life Drawing II.....	3 hours daily	7½ credit hours
Art History.....	1 hour weekly (note book)	1 credit hour
Anatomy.....	1 hour weekly (note book)	1 credit hour

17 credit hours per semester

THIRD YEAR

First and Second Semesters

Painting	Choice	3 hours daily	7½ credit hours
Advertising I				
Fashion Illustration				
Interior Design				
Commercial Design II.....			3 hours daily	7½ credit hours

15 credit hours per semester

Color Theory night only.

Total Course Requirement—130 credit hours

FOURTH YEAR

First and Second Semesters

Painting	Choice	3 hours daily	7½ credit hours
Advertising				
Fashion Illustration				
Interior Design				
Commercial Design III.....			3 hours daily	
Field Trips: Business Methods				7½ credit hours

15 credit hours per semester

FASHION DESIGN

SECOND YEAR

First Semester

Elementary Clothing AM.....	3 hours daily	7½ credit hours
Elementary Clothing PM.....	{ MTF 3 hours each W-Th 1½ hours each	6 credit hours
History of Costume PM.....	{ W 1½ hours note book 6 hours	3 credit hours
Pictorial Design PM.....	{ Th 1½ hours note book 6 hours	3 credit hours
Posture.....	1 hour weekly	½ credit hour

20 credit hours

Second Semester

Elementary Clothing AM.....	7½ credit hours
Elementary Clothing PM.....	{ MTThF 3 hours each W 1½ hours 6½ credit hours
History of Costume PM.....	{ W 1½ hours note book 6 hours 3 credit hours

17 credit hours

THIRD YEAR

First Semester

Fashion Illustration.....	3 hours daily	7½ credit hours
Textiles and Drapings	TThF 3 hours each	4½ credit hours
Design.....	MW 3 hours each	3 credit hours
Finishing		

15 credit hours

Second Semester

Advanced Clothing Construction.....	3 hours daily	7½ credit hours
Textiles and Drapings.....	TTh 3 hours each	3 credit hours
Design.....	MW 3 hours each	3 credit hours
Tailoring.....	F 3 hours	1½ credit hours

15 credit hours

FOURTH YEAR

First and Second Semesters

Advanced Clothing Construction.....	3 hours daily	7½ credit hours
Work Shop Specialization.....	TTh 3 hours each	3 credit hours
Design—Specialization.....	MW 3 hours each	3 credit hours
Tailoring.....	F 3 hours	1½ credit hours

15 credit hours per semester

Total Course Requirement—133 credit hours

FASHION ILLUSTRATION

SECOND YEAR

First Semester

Fashion Illustration.....	3 hours daily 7½ credit hours
Life Drawing II.....	{ MTF 3 hours each WTh 1½ hours each 6½ credit hours
History of Costume.....	{ W 1½ hours note book 6 hours 3 credit hours
Pictorial Design.....	{ Th 1½ hours note book 6 hours 3 credit hours
Art History.....	1 hr. weekly (note bk.) 1 credit hour
Anatomy.....	1 hr. weekly (note bk.) 1 credit hour
Posture.....	1 hr. weekly ½ credit hour

22½ credit hours

Second Semester

Fashion Illustration.....	3 hours daily 7½ credit hours
Life Drawing II.....	{ MTThF 3 hours each W 1½ hours 7 credit hours
Art History.....	1 hr. weekly (note bk.) 1 credit hour
Anatomy.....	1 hr. weekly (note bk.) 1 credit hour
Posture.....	1 hr. weekly ½ credit hour

17 credit hours

THIRD YEAR

First and Second Semesters

Fashion Illustration.....	3 hours 4 days weekly 6 credit hours
Fashion Drawing (model)....	3 hours 1 day weekly 1½ credit hours
Life Drawing III.....	3 hours 5 days weekly 7½ credit hours
Anatomy.....	1 hour weekly (note book) 1 credit hour

16 credit hours per semester

Total Course Requirement—139½ credit hours

FOURTH YEAR

First and Second Semesters

Fashion Illustration.....	MTTh 3 hours daily 4½ credit hours
Fashion Drawing.....	W 3 hours daily 1½ credit hours
Specialization.....	F 3 hours daily 1½ credit hours
Life Drawing IV.....	3 hours daily 7½ credit hours
Anatomy.....	1 hour weekly 1 credit hour

16 credit hours per semester

INDUSTRIAL DESIGN

SECOND YEAR

First Semester

Industrial Design I (three dimensional design).....	3 hours daily 7½ credit hours
Life Drawing II.....	3 hours daily 7½ credit hours
Art History	1 hour weekly (note book) 1 credit hour
Anatomy	1 hour weekly (note book) 1 credit hour

Forum

17 credit hours

Second Semester

Industrial Design I (three dimensional design).....	3 hours daily 7½ credit hours
Ceramics	3 hours daily 7½ credit hours
Art History	1 hour weekly (note book) 1 credit hour

Forum

16 credit hours

THIRD YEAR

First Semester

Industrial Design II.....	3 hours daily 7½ credit hours
Advertising Design I.....	3 hours daily 7½ credit hours
	15 credit hours

Second Semester

Industrial Design II.....	3 hours daily 7½ credit hours
Design and Presentation I.....	3 hours daily 7½ credit hours
	15 credit hours

FOURTH YEAR

First and Second Semesters

Industrial Design III.....	3 hours daily 7½ credit hours
Design and Presentation II } Choice	3 hours daily 7½ credit hours
Painting	
Sculpture	
	15 credit hours per semester

Total Course Requirement—129 credit hours

INTERIOR DESIGN

FIRST YEAR

First and Second Semesters

Drawing I.....	3 hours 4 days weekly 6 credit hours
History of Interior Design.....	3 hours 1 day weekly 1½ credit hours
Interior Design I.....	3 hours 5 days weekly 7½ credit hours
Lettering.....	1 hour weekly 1 credit hour
Art History.....	1 hour weekly (note book) 1 credit hour
Anatomy.....	1 hour weekly (note book) 1 credit hour
Forum	
	18 credit hours per semester

THIRD YEAR

First and Second Semesters

Interior Design III.....	3 hours daily 7½ credit hours
Interior Design III.....	3 hours daily 7½ credit hours
Field Trips	
	15 credit hours per semester

SECOND YEAR

First and Second Semesters

Industrial Design I—first semester.....	} 3 hours daily 7½ credit hours
Water Color—second semester.....	
Interior Design II.....	3 hours daily 7½ credit hours
Art History.....	1 hour weekly (note book) 1 credit hour
Field Trips	
	16 credit hours per semester

FOURTH YEAR

First and Second Semesters

Interior Design IV.....	3 hours daily 7½ credit hours
Interior Design IV.....	3 hours daily 7½ credit hours
Field Trips	
	15 credit hours per semester

NIGHT SCHOOL

First and Second Semesters

Architectural Drawing.....	2½ hours 3 nights weekly 4 credit hours
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Total Course Requirement—128 credit hours, Day School

OUTLINE OF WORK

FIRST YEAR

First Year Drawing begins with study of the figure: nude and draped, portrait, and sketch. It includes object drawing, which demands close observation of the object for its construction and material; it is precision drawing with a high degree of finish to represent various materials, such as metal, wood, leather, glass, etc.

First Year Design is largely a course in appreciation; seeing and understanding design as it already exists in nature and in the world. Form and color in the figure, animals, and plants, are developed into composed arrangements in a great variety of media.

Modeling I is a beginning sculpture course, introducing students to design in three dimensions and the form of the human figure.

Lettering I is a practical course that gives the student the basic ability to letter, an ability all practicing artists must have.

Perspective provides the basis of the rules and practices of free hand perspective drawing, also necessary to all artists.

History of Art is a two-year survey on the historical progress of the arts and humanity. Much research is done in the William Rockhill Nelson Gallery of Art and Mary Atkins Museum for style in art and design, and in the sculpture section for structure of the human figure.

PAINTING

It is the aim of this course to provide the young artist with the means for effective individual creation in painting. Through criticism of class and home work, the problems of pictorial composition and plastic form are emphasized, and instruction is given in painting materials and techniques. Talks by the instructor and group discussions concerning fundamental problems of form, design and color, based on analysis of works of classic and modern masters, supplement class work.

2nd Year—(Painting I)

Introduction to use and handling of painting medium. Work from nude, costume and character model.

3rd Year—(Painting II)

Emphasis on composition and development of individual creative expression. Development of painting techniques—oil, tempera, mixed technique. Model available to take poses required by student for individual compositions.

4th Year—(Painting III)

Seminar course: Student encouraged to establish and develop own problems under criticism of instructor.

DRAWING

Because drawing is considered the basic study for all branches of art and since all other classes derive from it, all aspects of the subject are developed throughout the four-year course. Life drawing (action, modeling, contour, anatomy, etc.), object drawing, and composition are emphasized.

1st Year—(Drawing I)

- A. Introduction to drawing from life: Gesture, contour, action, modeling.
- B. Object drawing: Close observation of the object for its construction and texture.

2nd Year—(Drawing II)

Life Drawing: Extension of Drawing I; Drawing from life with emphasis on plastic and pictorial composition.

3rd Year—(Drawing III)

- A. One semester: Composition in black and white (model available for poses relating to students' individual problems).
- B. One-half semester (eight weeks): Water Color.
- C. One-half semester (eight weeks): Lithography.

4th Year—(Drawing IV)

Seminar course under criticism of instructor. Student may elect advanced drawing, Water Color or Lithography, and is free to work at will from model in any drawing or painting class in school.

WATER COLOR

The medium of Water Color will be presented in all its technical possibilities and with a view to its use in many fields. Work will be done in the studio from models and still life, and outdoors from nature.

Beginning Course

An eight-week course each quarter will be offered to third-year drawing students and to advanced students

in other fields whose schedules will permit. This course will acquaint the student with the materials and techniques of Water Color in wash drawing, transparent water color and gouache, both in monochrome and full color and will begin the development of skill in handling the medium. This course will be a prerequisite to the advanced course.

Advanced Course

This course will apply the basic knowledge of the medium acquired in the beginning course to individual aims and is designed to develop greater technical facili-

ty as well as to encourage creative effort and experimentation in other water color techniques, such as egg tempera and gouache.

Saturday—A. M.

Field Trip—Sketch Class

Representation and interpretation of the artist's environment will be the objective of the class, open only to advanced students. The class will make weekly field trips to various sections of the city to the near-by

countryside to make sketches in various media for the purpose of later development into finished works. All sketching media will be utilized and individual problems in interpretation will be the primary consideration.

LITHOGRAPHY

The course in Lithography is taught as a medium of fine print making, and is concerned with both printing and drawing on the stone. The study of value and form in composition is emphasized from the beginning so the importance of good drawing and design is realized early in the course.

Special study is made of the techniques used in drawing on the stone—creating various textures, tones, lights, etc., thoroughly exploiting the possibilities of this increasingly important graphic art.

The student is made familiar with different methods used in treating the drawing and stone preparatory to printing, and becomes acquainted with the properties of the different chemicals and physical situations involved in printing.

A. Preparation of Stone for Drawing

1. Kinds of Stones
2. Abrasives—grades and use in surfacing stone
 - a. Surfacing stone with grained finish
 - b. Surfacing stone with polished finish
3. Squaring and testing evenness of stone

B. Drawing on Stone

1. Analysis of Fine Prints
 - a. Line and Form
 - b. Values and Tone
2. Pencil Techniques
3. Tusche
 - a. Brush and Pen
 - b. Scraping

C. Etching and Printing

1. Materials
 - a. Gum and Acids—Mixtures and Uses
 - b. Ink
 - c. The Roller and Its Use
 - d. The Press and Its Use
 - e. Papers—Selection and Preparation
2. Printing Procedures

PAINTING ILLUSTRATION

The course in Illustration is based on the idea that good illustration is primarily good drawing and painting plus certain specialized techniques in description of situations and the relations between a picture and a text. This relationship is not only the physical relationship of design which would include knowledge of type and its use, but also the difference between advertising illustration, the illustration of a single text, and the illustration of a book.

The class in Painting Illustration, in addition to

the fundamentals of plastic form and structure, is concerned with objective representation (the "reportorial approach") and composition. Special emphasis is placed on designs developed outside the studio, either directly from the student's observation and experience or in relation to literary themes (preferably those related to his experience). To this end, use is made of costume and character models. The nude model is available to take poses required for development of individual compositions.

ADVERTISING DESIGN

2nd Year—(Advertising Design I)

- Lettering (designed)
- Layout design (black and white)
 - a. Study and practice problems for newspaper, magazine and agency work
- Techniques (for Advertising Illustration)
 - a. Materials and methods of rendering
- Knowledge of reproduction processes and type
- Color—(Theory and practice)
- Field trips and visitors from local businesses
- Life Drawing and Lecture Courses

3rd Year—(Advertising Design II)

- Advanced lettering styles
 - a. Brush lettering, etc.
- Advanced layout and design
 - a. Modern arrangements
- Advanced techniques and advertising illustration
 - a. Commercial techniques
 - 1. Craftint—Airbrush, etc.

Advertising design problems

- a. A variety of advertising jobs in black and white—color
- b. Industrial Arts
 - 1. Labels
 - 2. Packages
 - 3. Wrappers
 - 4. Two dimensional ads

Fine Arts

- 1. Poster Art
 - a. Advertising Illustration
 - Painting
 - Graphic Arts

Industrial Design

Visual fundamentals—design—materials

Commercial Design

Specialized branches of graphic design

4th Year—(Advertising Design III)

- Collaboration with other commercial classes
- Practical commercial experience with local business and industry (field work)

DESIGN AND ILLUSTRATION

A. Black and White in Relation to Printing

- 1. Line Cut and Half-tone Processes
 - a. Mediums for these processes
 - 1. Pen and Ink
 - 2. Brush and Ink
 - 3. Pebble Board
 - 4. Scratch Board
 - 5. Wash Drawings
 - 6. Dry Brush
 - 7. Stipple
 - 8. Lithography

B. Color in Relation to Printing

- 1. Line Cut and Half-tone Processes
 - a. Mediums for these processes

- 1. Flat color (tempera)
- 2. Water color
- 3. Oil painting
- 4. Color scratch board

C. Advertising Illustration

D. Book and Text Illustration

E. Letter-press and Offset Printing

F. Calligraphy

- 1. Its relation to the printing arts

G. Modern Type Faces and their Uses

- 1. Types suitable for advertising
- 2. Types suitable for books

H. Illustration and its Relation to Type

CARD DESIGN

- 1. Line drawing with pen, brush
- 2. Rendering in wash, ink
- 3. Exercises in color harmony

- 4. Color sketching
- 5. Lettering

CERAMICS

2nd Year

- I. Wheelwork
 - Throwing on the wheel
 - Practice in balance and design
- II. Molds
 - A. Making molds
 1. Simple
 2. Piece molds
 - B. Use
 1. Slip casting
 2. Press mold
- III. Design
 - A. Assigned problems
 1. Jewelry
 2. Freeform Pottery
 3. Figures
 4. Decorative object
- IV. Ceramic Technology
 - Methods of drying, firing pottery, china, stoneware. The preparation, composition

and properties of glazes. Control of color, texture, physical properties. Lecture one hour. Laboratory two hours per week.

3rd Year

- I. Wheelwork
- II. History
 - A. Duplication of 4 styles
 - B. Adaptation of historical to modern
- III. Decorating
 - A. Technique
 1. Slip decoration
 2. Sgraffito
 3. Applique
 - B. Decoration with form
- IV. Ceramic Technology

4th Year

- I. Advanced Problems in Design
- II. Advanced Ceramic Technology

COMMERCIAL DESIGN

2nd Year—(Commercial Design I)

- (a) Development of notation and color structure
 - Techniques in various media
 - Lettering and numerals in design
 - Spots, newspaper and magazine designed layouts
 - Posters, merchandising cards, handouts, etc.
- (b) Textiles
 - Familiarity with printing processes, sizes and repeats
 - Progressive designs

Scope:

Posters	Booklets
Car cards	Flyers
Menus	House organs
Calendars	Greeting cards
Hotel prospectus, etc.	

When desired, if student shows a definite trend toward applied commercial design, rather than commercial advertising, work will be given for roller printing processes.

Scope: Textiles, dress goods, neckties, wallpaper, gift paper, oil cloth

Field trips

Classroom lectures—Guest speakers from various fields of industry

3rd Year—(Commercial Design II)

Aim: To provide a practical training for students who definitely wish to enter the field of commercial design as a career. All work to be based upon actual business requirements as to color, size and reproduction process.

Processes: Tempera

Charcoal—Watercolors

Pastel

Ink

Lithographic crayon

4th Year—(Commercial Design III)

Complete advertising campaigns
Complete "line" to meet trade requirements
Specialized work if desired

FASHION DESIGN

2nd Year—(Fashion Design I)

Elementary Clothing Construction

Clothing construction
Hand and machine sewing
Use of all commercial patterns
Block pattern
Pattern drafting
Pattern grading
Textiles and draping

3rd Year—(Fashion Design II)

Applied

Clothing construction
Textiles
Draping
Dressmaking
(custom)
Tailoring
Pattern drafting
Models to be made in work room

Fine

Pictorial creative design
Designs from materials
History of costume
Psychology of fashion
Color
Study of high and low style
Individual and mass production

4th Year—(Fashion Design III)

Model making
Commercial adaptations
Patterns from pictorial designs
Specialization
Advanced clothing construction
Accessories
Workroom models

Fashion show
Pictorial design
Theatrical
Specialized designs—children, junior, misses, half sizes, women, stouts
History of Costume
Names in fashion—designers, native and foreign, wholesale and retail
Designs for accessories

FASHION ILLUSTRATION

2nd Year—(Fashion Illustration I)

First Semester	Second Semester
Fashion drawing	Fashion drawing
Black and white renderings	Drawing from fashion model
History of art	Quick sketch—croquis
History of costume	Fashion layout
Pictorial design	Field trips
Methods	Fashion research
Layout (elementary)	Life drawing
Life drawing	Anatomy
Anatomy	

3rd Year—(Fashion Illustration II)

Fashion drawing
Drawing from fashion model
Full page layouts, magazine, newspaper, etc.

Accessories
Backgrounds
Fur fabric and drapery reproductions
Color
Life drawing
History of costume
Field trips

4th Year—(Fashion Illustration III)

Fashion drawing
Store cards
Posters—display technique
Fashion covers
Reproduction processes
Field trips
Specialization
Course in Fashion photography and posing

INDUSTRIAL DESIGN

2nd Year—(Industrial Design I)

Two dimensional designs
Graphic representation
Visual fundamentals: line, plane, volume texture, value and light
Color re-examination
Mechanical drawing fundamentals:
a. Orthographic projection
b. Esometric
c. Perspective
Basic workshop:
Experimental design in materials
Wire bends and line structure
Paper and wood cuts and structure of planes
Volume and space studies
Montages and compositions
Tactile developments

Texture exercise
Value, color and light experiments
Three dimensional studies in clay, wood, plaster, glass

3rd Year—(Industrial Design II)

Design of metal products
Design of plastic products
Design of laminate products
Presentation techniques—presentation drawings, photographs and models

4th Year—(Industrial Design III)

Standardization and prefabrication problems
Practical commercial experience with local manufacturers (field work)
Design research and market analysis surveys

DESIGN AND PRESENTATION

Design and Presentation is an advanced course in which the students are instructed in the complete procedure of designing for industry.

Various assigned problems deal with all types of design so the student may have a broad knowledge of the entire field. During the course several problems

are carried from conception through to actual model-making. Other problems concentrate on the abstract and more theoretical nature of shape, color and texture.

Finally, the course involves a detailed study into the use of proper media and method for illustrating and presenting the finished design.

INTERIOR DESIGN

The course in Interior Design has been completely revised to meet the requirements of present-day living. Beginning with the fundamentals of life and object drawing, and architectural structure, together with historic period decoration, it provides a concrete basis of fundamental knowledge of art and composition upon

which interiors of today will be designed. It includes the study of furniture, past and present, the application of color to interior design, library and museum research, and rendering in various mediums (free painting, isometric and mechanical perspective).

ARCHITECTURAL DRAWING AND RENDERING

(A Subdivision of Interior Design—Night School Only)

This course provides basic architectural drawing and rendering which may serve as an introduction to further work in Interior Design or as a separate and complete course in itself. In a progressive manner students become acquainted with the various architectural features of an interior and how to draw them in plan, elevation, section, and isometric form. Architectural rendering of shadows is studied and applied to elevations of the student's own composition. Scale and proportion are studied in relation to room composition in plan and elevation, with original designs rendered by various methods in black and white, and color.

120 hours in the Printing Department. It is given as a part of regular class work.

NIGHT SCHOOL

There are special night classes in all departments, meeting on Monday, Wednesday and Friday, from 7:00 to 9:30. Four credit hours may be earned in night school for one semester. Night school pamphlet on request.

SUMMER SCHOOL

1948 Summer School pamphlet on request.

Credit—8 Hours.

Hours—8:00 A.M. to 11:00 A.M., 11:30 A.M. to 2:30 P.M., Monday through Friday.
(Intermediate and Junior classes two hours daily 9:00 A.M. to 11:00 A.M.)

CALLIGRAPHY & TYPOGRAPHY

Night classes only, for Advertising and Graphic Design students. 4 credit hours per semester.

LANGUAGE & COMMUNICATION

A basic course in speech and language. 1½ credit hours per semester.

LECTURE COURSES

Anatomy, Appreciation of Music, Art History, Lettering, Role of History, Techniques of Painting, Ways of Thinking. 1 credit hour each per semester.

PHOTOGRAPHY

Night class only. Students to be carefully selected. Taught not as a profession but as a facility for artists. 4 credit hours per semester.

PRINTING

All students in Graphic Design Department (Advertising, Commercial Design, Card Design and Design & Illustration) are required to spend a minimum of

JUNIOR SCHOOL

Creative Art (ages 8 through high school) 10:00 to 12 Saturday mornings. Children of members are admitted to these classes by paying \$5.00 each, plus \$2.00 materials fee for Juniors. Children of non-members pay \$10.00, plus \$2.00 for materials fee for Junior classes, and \$15.00 for Intermediate classes, per semester. No credit given. Junior School pamphlet on request.

TUITION

Tuition per semester—day school.....	\$150.00
Tuition per semester—half day.....	80.00
Tuition per semester—night school.....	35.00
Water color per semester—Saturday.....	15.00
Saturday Juniors per semester.....	10.00
Saturday Intermediates per semester.....	15.00
Summer school—8 weeks.....	60.00
Summer school—Juniors.....	25.00
Summer school—Intermediates.....	25.00
Language & Communication—per credit hour..	4.00
Junior College Night School—per credit hour..	4.00
K.C.U. Night School—per credit hour.....	10.00
Lecture Courses—per credit hour.....	4.00
Junior College & K.C.U. Day School according to their respective catalogues.	

FEES—PER SEMESTER DAY SCHOOL

Matriculation (paid only once).....\$	5.00
Locker	1.50
Library	1.00
Commencement	4.00
Master's Degree.....	5.00
Advertising Design.....	.50
Ceramics (Clay)	1.00
Commercial Design.....	.50
Design & Illustration.....	.50
Drawing50
Fashion Design.....	2.50
Fashion Illustration.....	.50
Industrial Design.....	5.00
Interior Design.....	2.50
Junior Materials.....	2.00
Lithography: Full semester	3.00
Half semester	1.50
Painting50

Painting & Illustration.....	.50
Printing	2.50
Product Design.....	5.00
Sculpture (Clay and Armature).....	1.25
Water Color.....	3.00

FEES—PER SEMESTER NIGHT SCHOOL

Matriculation (paid only once).....\$	5.00
Locker	1.50
Library50
Ceramics (Clay).....	1.00
Fashion Design.....	1.25
Industrial Design.....	2.50
Lithography	3.00
Photography	25.00
Printing	2.50
Product Design.....	2.50
Sculpture (Clay and Armature).....	1.25

1948-1949 CALENDAR

Summer Term—1948

Registration June 11 and 12, 1948
Classes open June 14, 1948
Semester closes August 7, 1948

Fall Semester—1948

Registration September 24 and 25, 1948
Classes open September 27, 1948
Christmas vacation December 20 to January 3, 1949
Semester closes January 29, 1949

Spring Term—1949

Registration January 28 and 29, 1949
Classes open January 31, 1949
Easter Vacation April 13 through April 19, 1949
Semester closes May 28, 1949

Summer Term—1949

Registration June 10 and 11, 1949
Classes open June 13, 1949
Semester closes August 6, 1949